



MAYOR AND COUNCIL AGENDA

NO. 5

DEPT.: Community Planning and Development Services
STAFF CONTACT: Rebecca Torma, Planner II

DATE PREPARED: 7/18/05
FOR MEETING OF: 9/19/05

SUBJECT: Discussion of proposed Preliminary Development Plan, Champion Billiards Showroom Facility, Rockville Pike at Edmonston Drive.

RECOMMENDATION: Staff recommends that the Mayor and Council and the Planning Commission provide comment on the proposal to develop a 12,574 square foot showroom at the southeast corner of Rockville Pike and Edmonston Drive.

DISCUSSION: Applications for the optional method of development require that the Mayor and Council and Planning Commission conduct a public worksession with the applicant prior to or shortly following the submission of a Preliminary Development Plan (PDP) application.

Description of Project: The subject site is located at the southeast corner of Edmonston Drive and Rockville Pike adjacent to the railroad tracks, and contains 25,873 square feet of land. The site is currently vacant and the property is zoned RPC with a permitted base floor area ratio of .35. The applicant is seeking the Optional Method of Development (OMD), which is a voluntary option for any parcel of land in RPC Zone. Under the OMD, the applicant is permitted up to 1.0 floor area ratio.

The applicant is proposing a two-story, 12,574 square foot, freestanding, single use building with at-grade parking. The building will have a first floor with 2,500 square feet (or 20 percent of the building floor area) of showroom space. The second floor is approximately 10,000 square feet and will be also be used as a showroom with office space for the sales agents. Customers will enter the building from the first floor and take the elevator or stairs up to the main floor. They will view the furniture at this store (see Attachment #1); however, deliveries to homes will be from another site.

The applicant's proposal for a building with 12,574 square feet will result in a floor area ratio of .486, which is well under the permitted amount for the Optional Method of Development.

Architecture: The OMD requires all developments to comply with the urban design review process for the Rockville Pike Corridor Area as contained in the Rockville Pike Corridor Plan. The applicant is proposing a building of contemporary design, utilizing glass and EIFS panels that are made to look like precast limestone panels. The building will have large glass areas that face Rockville Pike and Edmonston Drive, and the adjacent commercial office building, but will have no glass on the rear facing the residential area. The EIFS panels will be a higher quality that will be able to resist impact. The second floor will be "anchored" to the ground with the EIFS panels that will be wide rectangular columns to eliminate the look of the building being on stilts. Any lighting on the site will be shielded from spilling over onto other properties and directed be away from the residential area.

Traffic: The applicant is proposing to use an access easement, which parallels Rockville Pike, to enter the site. Currently, the site has an existing curb cut; however, the State Highway Administration will not allow the applicant to access the property from it because it is from a turn

lane. In addition, along Edmonston Drive the slope is too steep to permit a curb cut along that frontage, therefore the applicant proposes to use an existing access easement that is on the adjacent property (1010 Rockville Pike) along Rockville Pike. The circulation of the site will permit the customer to go around the building since the majority of the site will have one-way circulation with angled parking. The drive aisle will be 18 feet wide at the one-way area and 24 feet wide at the two-way portion. A majority of the drive aisle will be covered with the second floor building. The second floor of the building will be able to meet the building code and height requirements in order to accommodate traffic including fire trucks and loading trucks to fit underneath.

Parking: The applicant proposes 41 angled parking spaces, which will be located on the edge of the property. The parking requirement for a furniture store per the Zoning Ordinance is one space per 500 square feet of gross floor area in all areas accessible to the general public. In addition, the Zoning Ordinance requires one space for each employee, plus one space for each vehicle used in connection with the business. The applicant has stated that they would have a maximum of five employees working on site at one time. Per the Zoning Ordinance requirements, the applicant is required to provide 32 spaces, including four spaces for employees and one space for delivery vehicles.

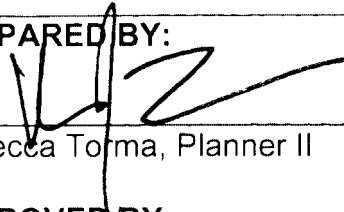
Landscaping: The applicant is proposing to meet the *Rockville Pike Corridor Neighborhood Plan's* ("The Plan") streetscape requirements along the abutting streets. The Plan requires the frontage of any site along Rockville Pike provide a landscape berm, walkway, splash block treatment, and building landscaping. The applicant is proposing to provide a landscape berm along the curb with a six-foot sidewalk located behind the berm with street trees. The berm will hide the parking that is on the edge of the property. The applicant will provide 24 percent of green area on site including trees and shrubbery.

Leadership in Energy and Environmental Design (LEED): The owner is considering an extensive green roof over 60 percent of the surface. If possible, the applicant would like this to count toward any storm water quantity and quality requirements. Providing this green roof would increase the likelihood that the owner would seek LEED certification for this project.

Fiscal Impact: Construction of the project will result in increased property tax revenue to the City, the amount of which has not been determined at this time.

Next Steps: The applicant will prepare the formal submission of the Preliminary Development Plan (PDP) for site development.

PREPARED BY:


Rebecca Torma, Planner II

APPROVED BY:


Jim Wasilak, AICP, Chief of Planning

9.13.05

Date

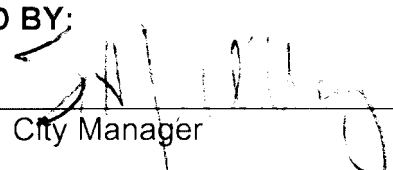
APPROVED BY:


Arthur D. Chambers, AICP, Director, CPDS

9/13/05

Date

APPROVED BY:


Scott Ullery, City Manager

9/14/05
Date

LIST OF ATTACHMENTS:

1. Letter from Applicant
2. Submission materials

LAW OFFICES

MILLER, MILLER & CANBY

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July 14, 2005

Mr. Jim Wasilak
Chief of Planning
City of Rockville
111 Maryland Avenue
Rockville, MD 20850

RE: Proposed Champion Billiards Showroom Facility,
900 Rockville Pike (at Edmonston Drive)

Dear Jim:

Representatives of Champion Billiards and Barstools look forward to attending, and participating if the opportunity presents itself, the joint worksession with the Mayor, City Council and Planning Commission on July 26th. Under separate cover, we will deliver to your office rendered plans and elevations for distribution to the participants at the worksession.

What does not presently exist in the materials which we have submitted to the City is an explanation of the program which Champion hopes to implement on the subject property. Under separate cover, Rick Donnelly, the project architect, will be providing a written description of his design goals for the structure. I will briefly explain why Champion would like to construct a showroom on the subject property and the benefits that the proposed showroom can provide to the property owner, the City of Rockville and for visitors to Rockville traveling on the Pike. In summary form, those points are:

1. Champion Billiards and Barstools is in the business of selling pool tables, barstools, kitchen stools, game tables and other like family recreational furniture and equipment. Champion does operate a number of "billiards cafes", but its primary business is in the sale of the furniture items described above.

2. Champion presently has a showroom facility on the second floor of the CompUSA building in Federal Plaza on Rockville Pike. The showroom is difficult to identify and signage frequently leads customers to the Champion billiards café located on the ground floor level facing Jefferson Street. Accordingly, Champion would like to relocate to a site that is more visible, particularly one for which they could design a signature building emblematic of their position as the largest supplier of family-oriented recreational furniture in the Country.



3. The subject property, located in the southeast corner of the intersection of Rockville Pike and Edmonston Drive, contains 25,863 square feet of land area. The property has been vacant since the former automobile filling station was removed by WMATA when the METRO line was installed, more than twenty-five years ago. Champion felt that this location, with a creatively designed structure, would provide it with great visibility along heavily traveled Rockville Pike and could be a standout building which would improve the image of this otherwise undistinguished area of the Pike.

4. The building will be used as a showroom for pool tables, barstools, game tables and like recreational furniture items. The building will also contain offices for the sales staff (a typical shift of four persons).

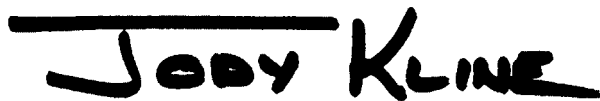
5. The building will not be used for bulk storage of inventory. A customer will visit the showroom, select the desired game table or barstool and the furniture will then be delivered directly to the buyers' residence from an off-site storage facility located in Beltsville.

It is the desire of Champion Billiards to construct a signature building on the subject property and operate a low volume recreational furniture showroom in a manner that can improve the appearance of this property and can serve as an attractive image for Champion Billiards and Barstools. Through high quality architecture, an animated and illuminated facility, extensive landscaping and installation of a cultural feature that will appropriately "cap" this northern end of the "Middle Pike" analysis area, Champion hopes to create an exciting use for this long dormant property.

Representatives of Champion Billiards and Barstools will be available to answer any questions that might arise from the Mayor, City Council or Planning Commissioners at your July 26th worksession.

Sincerely yours,

MILLER, MILLER & CANBY

A handwritten signature in black ink that reads "JODY KLINE". The signature is written in a bold, slightly stylized font with a horizontal line above the first part of the name.

Jody S. Kline

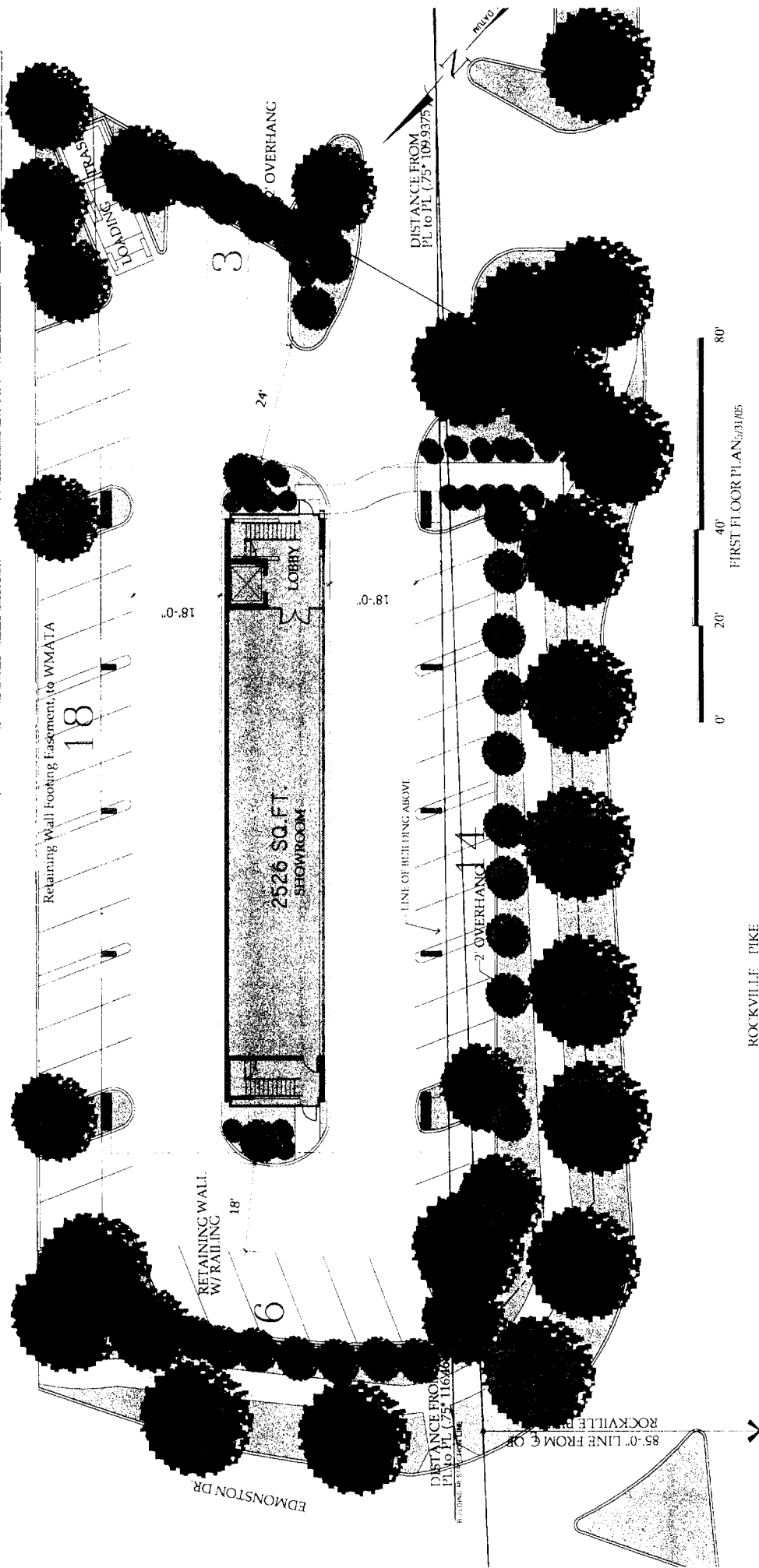
JSK/dlt

Enclosures

cc: Rebecca Torma
Doug Kelly
Francis Imbriglia
Rick Donnally
Soo Lee-Cho, Esquire

CHAMPION BILLIARDS 900 ROCKVILLE PIKE	
Building Area - Standard	35,548 S.F. - 90,525 S.F.
Optional	1,074 S.F. - 25,863 S.F.
Parking Required	27,000 S.F. + 1 EMP + 1/Delivery - 32
Green Area - Required	10% = 2,386 S.F.
Proposed	24% = 6,209 S.F.
Not Including Green Roof	10,000 S.F.
Total Provided w/Green Roof	16,209 S.F.

CSX RAILROAD



CHAMPION BILLIARDS & BARSTOOLS

SITE PLAN

ROCKVILLE PIKE

DVA
DONNALLY VUICIC ASSOCIATES LLC
133 Old National Drive, Suite 200, Gaithersburg, Maryland 20878
Tel: 301-940-0000 Fax: 301-940-0001 Email: DVA@DVA.COM

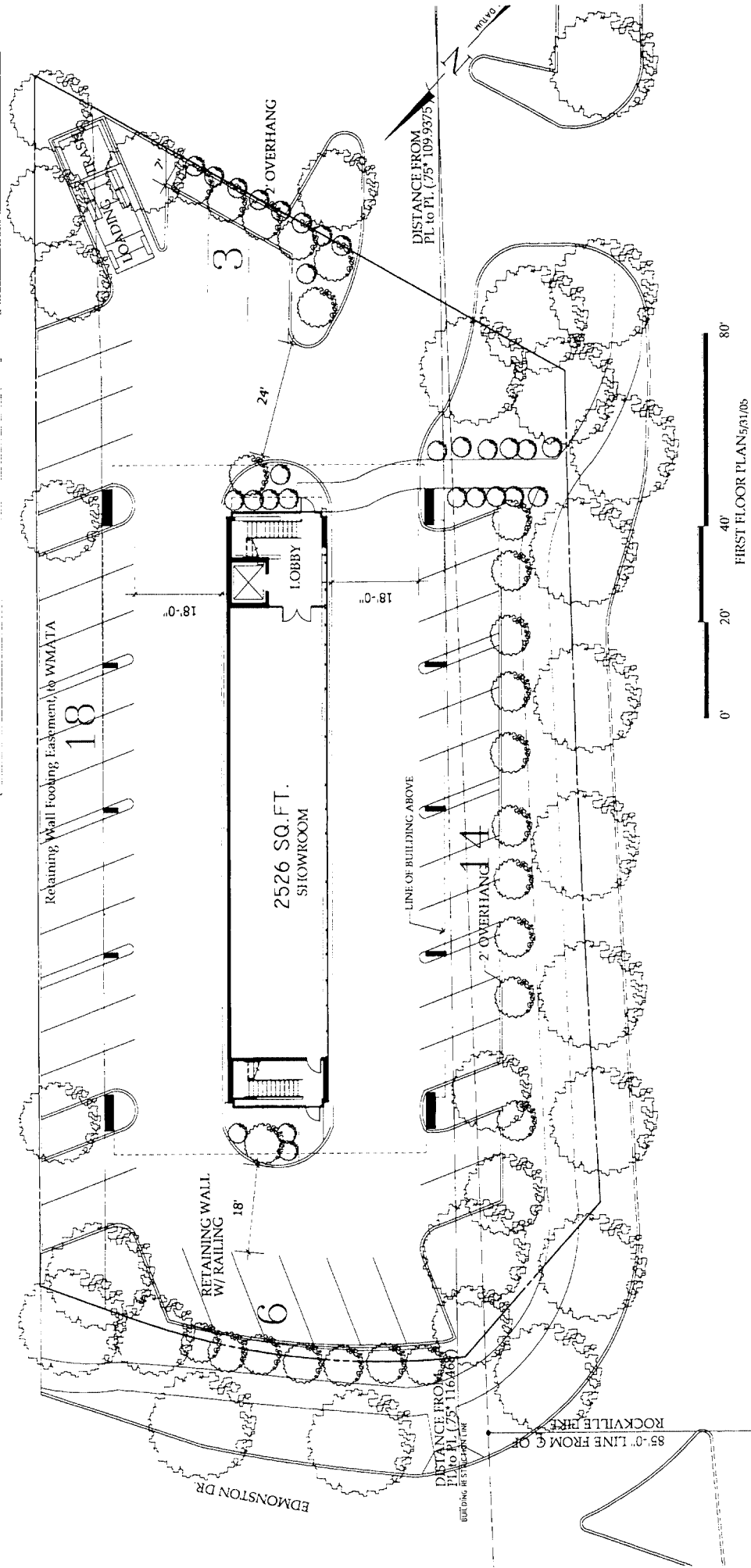
CHAMPION BILLIARDS
 900 ROCKVILLE PIKE

Building Area - Standard - 35 FAR - 9052 S.F.
 Optional - 1.0 FAR - 25,863 S.F.
 Proposed - 12,574 S.F.

Parking Required - 7/1000 S.F. + 1/EMP + 1/Delivery - 32
 Proposed - 41 Spaces

Green Area
 Required - 10% - 2586 S.F.
 Proposed - 24% - 6209 S.F.
 Not Including Green Roof - 10,000 S.F.
 Total Provided w/Green Roof - 16,209 S.F.

Lot Area - 25,863 S.F.
 Zoning Classification - R/C
 Proposed Use - Furniture Store - Pool Tables, Bar Furniture, Accessories
 Max Building Height - Standard 35'
 Optional 100'
 Proposed 30'



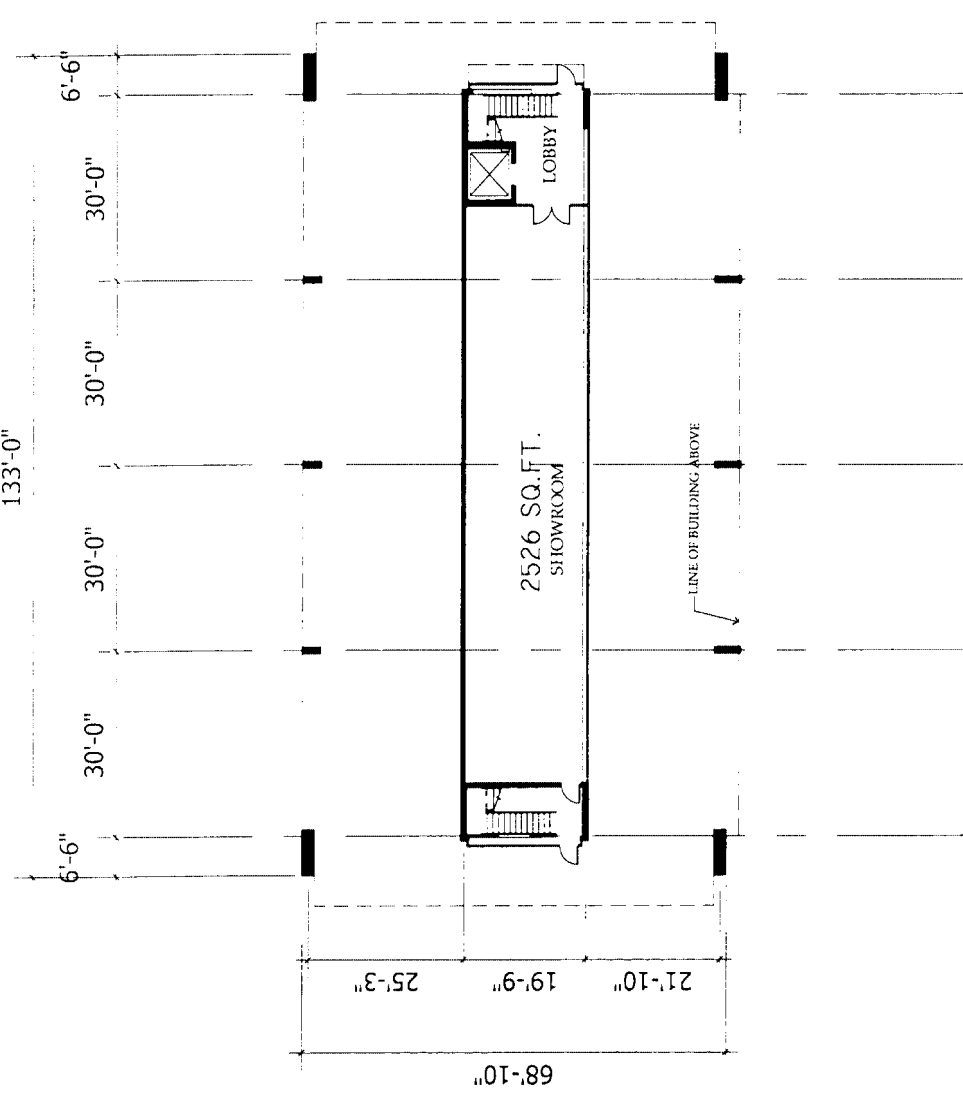
CHAMPION BILLIARDS & BARSTOOLS

SITE PLAN

ROCKVILLE PIKE

FIRST FLOOR PLAN 5/31/05

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 DONNALLY VUJIC ASSOCIATES, L.L.C.
 400 Professional Drive • Suite 200 • Gaithersburg, Maryland 20879
 301.990.9988 • Fax 301.990.9830 • Email: DVA@DVA.COM

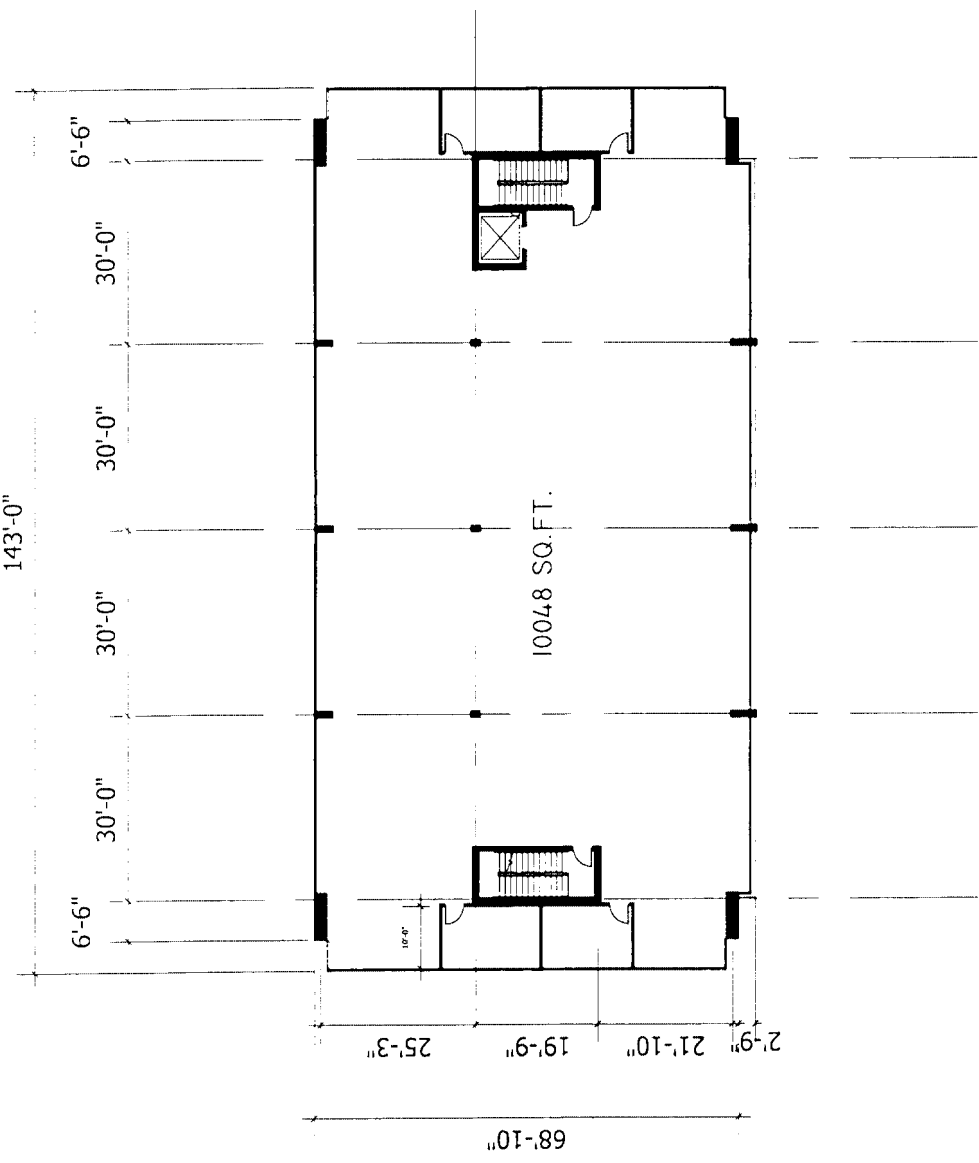


TOTAL PARKING = 41 SPACES
 FIRST FLOOR = 2526 SQ. FT.
 SECOND FLOOR = 10048 SQ. FT.
 TOTAL = 12574 SQ. FT.



CHAMPION BILLIARDS & BARSTOOLS FIRST FLOOR PLAN


DVA
 DONNALLY VUJIC ASSOCIATES, L.L.C.
 architecture ■ planning ■ interiors
 301.590.8900 ■ 17401.190.6620 ■ Email: DVA@DVAARCH.COM



SECOND FLOOR PLAN

CHAMPION BILLIARDS & BARSTOOLS

SECOND FLOOR PLAN



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CHAMPION BILLIARDS & BARSTOOLS

ROCKVILLE, MARYLAND

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CHAMPION BILLIARDS & BARSTOOLS

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